

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A three-dimensional advertisement system, comprising:

a server ~~which sends~~ for sending an instruction to at least one client ~~connected to said server~~ through a network to instruct the at least one client to show an advertisement; and

said at least one client ~~which displays~~ for displaying a three-dimensional virtual space, and ~~shows~~ for showing a three-dimensional advertisement image to be as moving, in a ~~predetermined position~~ within the three-dimensional virtual space; in accordance with the instruction ~~which is sent from said server through a said network;~~

wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

wherein the at least one client is configured to move the three-dimensional advertisement image within the three-dimensional virtual space by changing a position of the three-dimensional advertisement image within the three-dimensional virtual space.

2. (Currently Amended) The three-dimensional advertisement system according to claim 1, wherein said at least one client includes:

a display ~~which displays~~ for displaying the three-dimensional virtual space showing an avatar which is a graphical representation of a user in a the three-dimensional virtual space; and

a controller ~~which determines~~ for determining a particular position where the three-dimensional advertisement image is to be shown in the three-dimensional virtual space, ~~in accordance with~~ based on at least one of a specific position of the avatar within the three-dimensional virtual space and/or a specific direction of movement of the avatar within the three-dimensional virtual space, and controls said controller configured to control said display to show the three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space.

3. (Currently Amended) The three-dimensional advertisement system according to claim 1, wherein said at least one client includes:

a memory ~~which stores~~ for storing data regarding related to the advertisement;
a display ~~which displays~~ for displaying the three-dimensional virtual space; and
a controller ~~which controls~~ for controlling said display to display the three-dimensional advertisement image in a predetermined position within the three-dimensional virtual space using based on the data stored in said memory.

4. (Currently Amended) The three-dimensional advertisement system according to claim 3, wherein:

wherein said memory stores is configured to store, as the data ~~regarding related to~~ the advertisement, model data of a target the real item to be advertised and outline data indicating a type of the real item ~~to be advertised~~ and a desired movement of ~~an~~ the three-dimensional advertisement image of the item within the three-dimensional virtual space; and

wherein said controller controls is configured to control said display based on the model data and the outline data to show ~~a~~ the three-dimensional advertisement image to be as moving positions within the three-dimensional virtual space, ~~using the model data and outline data~~.

5. (Currently Amended) The three-dimensional advertisement system according to claim 4,

wherein said memory is configured to further stores store, as the data ~~regarding related to~~ the advertisement, ~~voice~~ audio data representing at least one of back music of the advertisement and ~~or~~ a catch phrase of the advertisement.

6. (Currently Amended) The three-dimensional advertisement system according to claim 4, wherein:

wherein said memory stores is configured to store a plurality of pieces of particular outline data which are identified by outline IDs, respectively;

wherein the plurality of pieces of particular outline data includes the outline data;

wherein said server sends is configured to send a predetermined outline ID to said at least one client; and

wherein said controller-controls is configured to control said display to display a predetermined advertisement, ~~in accordance with one~~ based on a piece of the plurality of pieces of the particular outline data ~~which that~~ is identified by the outline ID sent from said server.

7. (Currently Amended) The three-dimensional advertisement system according to claim 6, wherein said server includes:

a timer ~~which measures~~ for measuring a predetermined period of time; and
a transmission unit ~~which sends a predetermined~~ for sending one of the outline IDs to said at least one client; every time the predetermined period of time measured by said timer elapses.

8. (Currently Amended) A three-dimensional advertising server, comprising:

a timer ~~which measures~~ for measuring a predetermined period of time; and
a transmission unit ~~which transmits~~ for transmitting a signal to at least one client for instructing the at least one client to show a three-dimensional advertisement image to be as moving within a three-dimensional virtual space to said at least one client, every time;

wherein the transmission unit is configured to transmit the signal to the at least one client through a network when the predetermined period of time measured by said timer elapses, and said at least one client being connected to said three-dimensional advertising server through a network, displaying a three-dimensional virtual space, and showing the three-dimensional advertisement in a predetermined position within the three-dimensional virtual space;

wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

wherein the three-dimensional advertising server is configured to generate the signal so as to specify that the at least one client is to move the three-dimensional advertisement image within the three-dimensional virtual space by changing a position of the three-dimensional advertisement image within the three-dimensional virtual space.

9. (Currently Amended) A three-dimensional advertisement display device, comprising:

a memory ~~which stores~~ for storing data regarding a three-dimensional related to an advertisement to be moving;

a display ~~which displays~~ for displaying a three-dimensional virtual space; and

a controller ~~which controls~~ for controlling said display to display a three-dimensional advertisement image to be as moving within the three-dimensional virtual space using based on the data stored in said memory, in a predetermined position within the three-dimensional virtual space, in response to an instruction sent from a server connected to said three-dimensional advertisement display device;

wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

wherein the controller is configured to move the three-dimensional advertisement image within the three-dimensional virtual space by changing a position of the three-dimensional advertisement image within the three-dimensional virtual space.

10. (Currently Amended) The three-dimensional advertisement display device according to claim 9, ~~wherein:~~

wherein said display displays is configured to display, within a the three-dimensional virtual space, showing an avatar which that is a graphical representation of a user in a the three-dimensional virtual space; and

wherein said controller determines is configured to determine a particular position where the ad three-dimensional advertisement image is to be shown within the three-dimensional virtual space, in accordance with based on at least one of a specific position of the avatar within the three-dimensional virtual space and/or a direction of movement of the avatar within the three-dimensional virtual space, and controls said controller configured to control said display to display the ad three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space.

11. (Currently Amended) The three-dimensional advertisement display device according to claim 9, ~~wherein:~~

wherein said memory stores is configured to store, as the data regarding related to the
ad advertisement, model data of a target the real item to be advertised and outline data
indicating a type of the real item to be advertised and a desired movement of an the three-
dimensional advertisement image of the ad within the three-dimensional virtual space; and

wherein said controller controls is configured to control said display based on the
model data and the outline data to display a the three-dimensional advertisement image to be
as moving using the model data and outline data positions within the three-dimensional
virtual space.

12. (Currently Amended) The three-dimensional advertisement display device according to claim 11,

wherein said memory is further stores configured to store, as the data regarding related
to the ad advertisement, voice audio data representing at least one of back music of the
advertisement and/or a catchphrase of the ad advertisement.

13. (Currently Amended) A method for displaying a three-dimensional advertisement image,
the method comprising:

sending an instruction from a server to at least one client, connected to said server
through a network and to instruct the at least one client to display an advertisement;

displaying, by said at least one client, a three-dimensional virtual space; to show an
ad; and

displaying, on by said at least one client, a the three-dimensional advertisement image
to be moving, in a predetermined particular position within the three-dimensional virtual
space; in accordance with the instruction of sent from said server, said three-dimensional
advertisement image being a three-dimensional virtual model of a real item to be advertised;
and

changing, by said at least one client, a displayed position of the three-dimensional
advertisement image within the three-dimensional virtual space from the particular position to
a specific position, so as to move the three-dimensional advertisement image within the three-
dimensional virtual space.

14. (Currently Amended) The method according to claim 13, wherein said displaying, by said at least one client, the three-dimensional advertisement image in the particular position, includes:

displaying, ~~on~~ by said at least one client, ~~a~~ within the three-dimensional virtual space, showing an avatar ~~which~~ that is a graphical representation of a user in ~~a~~ the three-dimensional virtual space;

determining, ~~in~~ by said at least one client, ~~a~~ the particular position ~~where to show at which to display~~ the three-dimensional advertisement image in within the three-dimensional virtual space, ~~in accordance with~~ based on at least one of a position of the avatar within the three-dimensional virtual space and/or a direction of movement of the avatar within the three-dimensional virtual space; and

displaying, ~~on~~ by said at least one client, the three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space.

15. (Currently Amended) The method according to claim 13, wherein said displaying, by said at least one client, the three-dimensional advertisement image in the particular position, includes:

displaying, ~~on~~ by said at least one client, the three-dimensional advertisement image in ~~a predetermined~~ the particular position within the three-dimensional virtual space; using data ~~regarding related to the three-dimensional~~ advertisement and being supplied in advance.

16. (Currently Amended) The method according to claim 15, wherein said sending an instruction, includes:

measuring, in said server, a predetermined period of time; and

sending, from said server to said at least one client after said predetermined period of time elapses, a signal for instructing said at least one client to ~~show~~ display the three-dimensional advertisement image, ~~every time said predetermined period of time elapses.~~

17. – 18. (Cancelled)

19. (New) A storage medium storing a computer program for causing a server to execute a process, the process comprising:

repeatedly measuring, in said server, a predetermined period of time;

transmitting, from said server to a client each time the predetermined period of time measured by the server elapses, a signal for instructing the client to display a three-dimensional advertisement image as moving within a three-dimensional virtual space;

wherein the signal causes the client to display the three-dimensional advertisement image within the three-dimensional virtual space and causes the client to change a displayed position of the three-dimensional advertisement image within the three-dimensional virtual space; and

wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised.

20. (New) A storage medium storing a computer program for causing a client computer to execute a process for displaying a three-dimensional advertisement image, the process comprising:

receiving, by said client computer, an instruction from a server through a network that instructs the client computer to display an advertisement;

displaying, by said client computer, a three-dimensional virtual space;

displaying, by said client computer, the three-dimensional advertisement image in a particular position within the three-dimensional virtual space in accordance with the instruction received from said server, said three-dimensional advertisement image being a three-dimensional virtual model of a real item to be advertised; and

changing, by said client computer, a displayed position of the three-dimensional advertisement image within the three-dimensional virtual space from the particular position to a specific position, so as to move the three-dimensional advertisement image within the three-dimensional virtual space.

21. (New) The three-dimensional advertisement system of claim 1,

wherein the at least one client is configured to store data representing the three-dimensional virtual space;

wherein the at least one client is configured to store model data which represents one or more items to be advertised;

wherein the at least one client is configured to store one or more pieces of outline data, each piece of said one or more pieces of outline data associated with a corresponding outline ID and indicating a desired position within the three-dimensional virtual space to display a corresponding three-dimensional advertisement image of an item of the one or more items to be advertised;

wherein the at least one client is configured to store audio data for each of the one or more items to be advertised;

wherein the at least one client is configured to display a particular three-dimensional advertisement image corresponding to a particular piece of the one or more pieces of outline data having a corresponding outline ID that is a same outline ID as a particular outline ID received from the server; and

wherein the server is configured to store the data representing the three-dimensional virtual space and the model data and the one or more pieces of outline data and the audio data.

22. (New) The three-dimensional advertisement display device according to claim 9,

wherein said memory is configured to store, as a first portion of the data related to the advertisement, model data of the real item to be advertised and outline data indicating a type of the real item and a desired movement of the three-dimensional advertisement image within the three-dimensional virtual space;

wherein said controller is configured to control said display based on the model data and the outline data to display the three-dimensional advertisement image as moving positions within the three-dimensional virtual space;

wherein said memory is configured to store, as a second portion of the data related to the advertisement, audio data representing at least one of back music of the advertisement and a catchphrase of the advertisement; and

wherein said memory is configured to store, as a third portion of the data related to the advertisement, data representing the three-dimensional virtual space.